

Community empowerment through increasing knowledge of the family economic in coastal communities at the Banggae Timur of Majene regency

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ABSTRACT

Empowerment can see as an effort to train people to have responsibilities in doing work that can improve the quality of his life. This entrepreneurship workshop is a program for community service conducted by the lecturer from the Faculty of the Economics University of West Sulawesi. This entrepreneurship Workshop is one form of empowerment training that conducted to support, create climate, atmosphere, and entrepreneurial spirit to improve the quality of life of a coastal community in District Banggae east of Majene District. Workshop activities are realized through more focused training activities, accompanied by a tutorial activity both in simulation, online practice, and learning. The purpose of this dedication is to increase the knowledge and Community affords to manage The family economy through entrepreneurship workshop activities. This Workshop can provide and provide various *inputs* that can unlock access to give *skills* to the community to have the potential of human resources that are capable as business actors or prospective business people. It characterized by increased knowledge and *skill* of managing business, strong encouragement to be a professional entrepreneur, seriousness to manage the financial business that based on information technology (IT) with the provision of financial management materials using accounting applications.

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1. Introduction

Empowerment can be seen as an effort to train people to have responsibilities in doing work that can improve the quality of his life. Empowerment should involve all elements of the community, such as Government, the educational world, entrepreneurs, religious organizations, indigenous institutions, and others. Participation of all parties will have a systemic impact, so it can be faster and systematic to build a Community economy.

The participation of all elements of society in making a real effort often referred to as a strategy mutual cooperation, is to see the

community as a social system. People are mutually cooperative to realize the goal with *Dil Akukan* through the activities of Mutual cooperation. Community changes can be realized more controllable and controlled through the broad participation of components within the community. Therefore, the concept of empowerment often interpreted as the development of *Mashallah R Akat* and development that rests on the independent community.

In a participatory approach, empowerment is a process to facilitate the community to experience the learning process based on the *experience-based learning process*, so by learning from experience, their capabilities as

Society in solving problems and fulfilling Needs can increase (Bappenas, 2009). Research and topic of the study of the life of the general fishermen in terms of poverty and the problem of family economic difficulties. But to be aware of poverty reduction is not as easy as reversing the palms, because it is also a mental associated with long life in poverty so that the handling of the poor sometimes takes a long time and is not easy to do. This is because the poor have experienced limitations in all things, such as low levels of education, skills, and access to information-based technology.

IDENTIFICATION AND FORMULATION OF PROBLEMS

The ongoing training and coaching activities of the business actors very much needed by the business actors. The ability to improve the quality of business management and the ability to improve professionalism in managing their businesses as business models and business activities grow. This raise some problem thinking, among others:

1. What kind of activities can be done by higher education institutions to improve the knowledge and ability of the community in entrepreneurship to improve their knowledge level?
2. How is the form of activities undertaken by higher education institutions to improve the knowledge and community skills in managing their business by utilizing information technology?

OBJECTIVES AND BENEFITS OF ACTIVITIES

The purpose of this entrepreneurial Workshop is to improve the community's understanding of the strategy and efforts to increase the family economic effort based on information technology on coastal communities in the East Banggae district of Majene.

ACTIVITY METHODS AND MATERIALS

In this workshop, several methods are used, among others:

1. The lecture method used to expose the material that has been compiled by the implementing team.
2. The discussion and question and answer method, which used to respond to the extent of participants ' understanding of the workshop on the material delivered by the implementing team
3. Simulation and practice methods, which used to showcase the results of a group discussion and simulation, the use of Android-based Accounting Applications is slick to manage finances.

The following are material descriptions and activities of entrepreneurship workshops:

1. The material I about entrepreneurship sung by the invited speaker, Mr. Bahrul Ulum Ilham, S. Pd., MM (the professional-ILO Trainer and consultant PLUT Cooperative and MSME South Sulawesi).
 - 1) Entrepreneurial motivation
 - 2) Entrepreneurial Mindset
 - 3) Business Model Planning
 - 4) Canvas business model
 - 5) Starting, upgrading and developing SMEs
 - 6) Simulation and practice
2. Material II on the financial management of SMEs hosted by the speakers Ibu Nuraeni, S. Pd., M. Ak.
 - 1) Accounting
 - 2) Recording
 - 3) The importance of financial reporting
 - 4) Financial Report preparation for SMEs
 - 5) Simulation and practice
3. Material II on the use of *Digital Platforms* with *software* "Sislick" hosted by the speaker Mr. Muhammad Yusran, S. Pd., M. Ak.
 - 1) An entrepreneur based in Science and IT
 - 2) Practice the installation of financial applications and their utilization, namely SLICK application (Financial Information management application) "in managing

- the business finances.
- 3) Simulation and practice
- 4. *Online* Tutorial material by operating a slick financial application hosted by Mr. Muhammad Yusran, S. Pd., M. Ak.

IMPLEMENTATION OF ACTIVITIES

The implementation of Community devotion activities in the district Banggae East Majene District intended to help improve the knowledge and *Soft skills* of Society in entrepreneurial to improve the living standards of the family. And improve the community's ability to manage its business by utilizing information technology.

The stages of activities carried out include preparation, implementation, monitoring and evaluation, report generation, and submission of final reports.

This workshop activity done with the main target is to involve citizens who have been active in conducting business activities and who do not have any business activities at all. So the impact that resulted from this workshop is to prepare and increase the knowledge and skills of citizens in starting and managing the family economy better prepared with knowledge provision. With hopes of pioneering, managing, marketing, managing financial skills that utilize information technology. Therefore, to solve the problem above, the steps will be done by the devotion in resolving the problem of citizens as the target of devotion is as follows:

1. Field observation
 - a. Technical coordination in the field with related parties such as the Department of Cooperatives, Industrial and SMEs Majene County.



Figure 1. Coordination with Head of Department of Cooperatives, industry, and

SMEs Majene District (in representing Secretary of office of Mr. Ali Azhur, M.Si)

- b. Doing TEKnis coordination in the field with Head OF SME Department



Picture 2. Coordinating Father Jasman, MM as Kabid MSME

2. Identify the problems and weaknesses of partners in the field by conducting a field visit (*survey*).
3. Planning the workshop activities through the meeting with the devotion team



Fig. 3. Event planning meeting with the team

4. Implementation of workshop activities

The Workshop held in the Inn Hall B'nusabila Majene Regency. The Workshop was attended by 25 participants who were representatives of various segments of society and businessmen in the district Banggae east of Majene Regency.



Fig. 4. The material by the invited speaker, Mr. Bahrul Ulum Ilham, S. Pd., MM.



Fig. 7. Entrepreneurship Workshop Participant Practice session



Fig. 5. Material II Workshop by the team lecturer Nuraeni, S. Pd., M. Ak.



Figure 9. Simulation of entrepreneurial Workshop participants



Figure 6. Material III Workshop by the team lecturer, Muh. Yusran, S. Pd., M. Ak.



Figure 10 Presentation session from entrepreneurship Workshop participants

5. The Material workshop compiled respective speakers based on material topics provided by the team.
 - a. The material about entrepreneurship delivered by the invited speaker, Mr.

Bahrul Ulum Ilham, S. Pd., MM; the material accompanied by simulation and practice.

- b. Material II on financial management hosted by Ibu Nuraeni, S. Pd., M. Ak, the material accompanied by simulation and practice.
 - c. Simulations and practices accompany material III on the use of the digital platform in financial management using Android-based software, namely, "Sislick (Information systems Financial Information management application)," the material. Financial application practice materials also are done in *Online* tutorials: PRACTICE materials operate a slick accounting app.
6. Workshop material is compiled in the form of power Point Materials, practice simulation, and *Install* IT application software for financial management is slick through *play store* account on *Android phones* owned workshop participants. Presentation of activities using such equipment, cardboard paper, color paper, and color. Stationery for demonstration purposes, demonstrations practice participants during the workshop.
7. Evaluation of implementation activities
- At the end of this activity, evaluation by providing *posttest* and poll to know the knowledge and ability of participants to the material that given and the response from each participant to the executive devotion to the Community conducted by the dedicated team from the University of West Sulawesi.

RESULTS OF ACTIVITIES

The community service conducted by a lecturer from the Faculty of Economics at the University of West Sulawesi, precisely on July 13, 2019. Entrepreneurship Workshop conducted in East Banggae District Majene District is one of the ways to improve the ability of society in entrepreneurial to improve the living standards of the family. This activity also expected to improve the community's ability to manage its business by utilizing information technology in managing its finances. The expectation is that Citizens

can gradually begin to understand how to manage the business that can improve the family economy by becoming a professional and information-based business person.

Advice

The limited activities of this workshop still categorized as a lack of community participation in the amount compared to all business actors in East banggae Sub-district. Therefore, the participation of all major local governments, especially government agencies at the Majene district level, In this case, is the service OF cooperatives, industries, and SMEs. Similarly, the government of East Banggae district expected to be more vigorous and programmatic to do socialization, training synergistic cooperation with all parties, especially universities. Need to be done. More real cooperation between universities, local governments, and banks and other financial institutions so that people can easily hone skills and *skills* in entrepreneurial and get the ease of obtaining business capital. Certainly can be created through a continuous synergy accelerate and increase the number of business actors and reduce unemployment. In the end will improve the welfare and the standard of living in the community, especially in East Banggae district. For further devotion activities carried out by the devotions and other researchers, it is expected to involve a greater number of participants with a wider population of regions and represented by all areas of business, especially in the business field IN slick accounting applications. Such as services, the field of trade, a field of manufacturing, agriculture, cultural fisheries, a field of capture fisheries, livestock, and individual business.

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